## ABSTRACT

A self-tapping stud for rubber supports of shoes, tires and the like includes a body presenting a threaded portion fixable into the rubber support and a head projecting from the support when the stud has been mounted. The threaded portion presents a thread provided with a free helical edge extending along a substantially cylindrical surface and a substantially conical or frusto-conical core, and a thread provided at its free start with a cutting edge which is oriented with the same inclination as the thread and can reach the core center. The stud mounting tool includes a seat for receiving the head or body of the stud as an exact fit, and an abutment surface adjacent to a mouth of the seat, enabling the stud to be screwed into the support until the abutment surface abuts against the support or until the surface of the first and second element mutually abut.